



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Madison, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Midland Crowd	9.6%	Population		308,174	332,579
Prosperous Empty Nesters	8.3%	Households		124,430	135,399
Boomburbs	7.3%	Families		83,553	89,191
Up and Coming Families	5.7%	Median Age		37.4	38.3
Southern Satellites	5.5%	Median Household Income		\$51,798	\$58,041

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	85	\$2,345.02	\$291,790,907
Men's	88	\$436.95	\$54,369,724
Women's	82	\$785.46	\$97,734,207
Children's	90	\$397.46	\$49,455,979
Footwear	75	\$383.62	\$47,734,073
Watches & Jewelry	95	\$188.06	\$23,400,146
Apparel Products and Services ¹	104	\$153.47	\$19,096,778
Computer			
Computers and Hardware for Home Use	95	\$207.21	\$25,782,843
Software and Accessories for Home Use	96	\$28.60	\$3,558,334
Entertainment & Recreation	94	\$3,226.06	\$401,418,604
Fees and Admissions	94	\$576.19	\$71,695,285
Membership Fees for Clubs ²	95	\$150.07	\$18,672,594
Fees for Participant Sports, excl. Trips	95	\$107.72	\$13,403,400
Admission to Movie/Theatre/Opera/Ballet	93	\$139.71	\$17,384,635
Admission to Sporting Events, excl. Trips	98	\$56.52	\$7,032,965
Fees for Recreational Lessons	94	\$122.17	\$15,201,691
TV/Video/Sound Equipment	95	\$1,100.53	\$136,938,438
Community Antenna or Cable Television	95	\$631.46	\$78,572,082
Color Televisions	96	\$131.52	\$16,365,292
VCRs, Video Cameras, and DVD Players	95	\$36.82	\$4,581,349
Video Cassettes and DVDs	95	\$57.81	\$7,193,859
Video Game Hardware and Software	97	\$31.78	\$3,954,501
Satellite Dishes	90	\$1.39	\$172,546
Rental of Video Cassettes and DVDs	97	\$57.64	\$7,172,054
Sound Equipment ³	93	\$146.73	\$18,257,279
Rental and Repair of TV/Sound Equipment	93	\$5.38	\$669,476
Pets	95	\$415.91	\$51,751,319
Toys and Games	96	\$173.86	\$21,633,576
Recreational Vehicles and Fees ⁴	95	\$434.01	\$54,003,497
Sports/Recreation/Exercise Equipment ⁵	85	\$196.60	\$24,463,540
Photo Equipment and Supplies ⁶	95	\$130.58	\$16,248,060
Reading ⁷	93	\$198.38	\$24,684,889
Food	94	\$7,895.11	\$982,388,414
Food at Home	93	\$4,697.51	\$584,510,594
Bakery and Cereal Products	93	\$672.88	\$83,726,227
Meat, Poultry, Fish, and Eggs	93	\$1,226.95	\$152,669,631
Dairy Products	93	\$510.95	\$63,577,815
Fruit and Vegetables	93	\$810.97	\$100,908,757
Snacks and Other Food at Home ⁸	94	\$1,475.75	\$183,628,164
Food Away from Home	94	\$3,197.60	\$397,877,820
Alcoholic Beverages	93	\$575.02	\$71,550,173
Nonalcoholic Beverages at Home	94	\$407.27	\$50,676,036



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	96	\$1,429.40	\$177,860,230
Vehicle Loans	97	\$5,986.36	\$744,882,445
Health			
Nonprescription Drugs	95	\$115.27	\$14,342,549
Prescription Drugs	95	\$546.99	\$68,062,501
Eyeglasses and Contact Lenses	94	\$78.26	\$9,737,681
Home			
Mortgage Payment and Basics ⁹	95	\$8,295.62	\$1,032,223,991
Maintenance and Remodeling Services	92	\$1,818.71	\$226,302,220
Maintenance and Remodeling Materials ¹⁰	93	\$350.59	\$43,623,906
Utilities, Fuel, and Public Services	95	\$4,179.86	\$520,099,466
Household Furnishings and Equipment			
Household Textiles ¹¹	94	\$131.02	\$16,302,911
Furniture	96	\$614.05	\$76,406,154
Floor Coverings	92	\$83.39	\$10,375,734
Major Appliances ¹²	93	\$273.49	\$34,030,870
Housewares ¹³	89	\$93.51	\$11,635,402
Small Appliances	92	\$34.03	\$4,234,238
Luggage	95	\$9.82	\$1,222,065
Telephones and Accessories	80	\$38.31	\$4,766,322
Household Operations			
Child Care	98	\$409.80	\$50,991,155
Lawn and Garden ¹⁴	94	\$418.66	\$52,094,260
Moving/Storage/Freight Express	94	\$50.04	\$6,225,921
Housekeeping Supplies ¹⁵	94	\$726.24	\$90,366,052
Insurance			
Owners and Renters Insurance	97	\$464.76	\$57,829,766
Vehicle Insurance	95	\$1,385.79	\$172,433,519
Life/Other Insurance	95	\$609.45	\$75,834,070
Health Insurance	94	\$1,845.31	\$229,612,448
Personal Care Products ¹⁶	94	\$446.46	\$55,553,034
School Books and Supplies ¹⁷	96	\$116.01	\$14,434,940
Smoking Products	94	\$456.24	\$56,769,895
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	95	\$5,481.22	\$682,028,333
Gasoline and Motor Oil	95	\$1,930.26	\$240,182,761
Vehicle Maintenance and Repairs	94	\$1,004.74	\$125,020,240
Travel			
Airline Fares	93	\$378.64	\$47,114,598
Lodging on Trips	94	\$382.61	\$47,607,984
Auto/Truck/Van Rental on Trips	94	\$40.98	\$5,098,740
Food and Drink on Trips	94	\$442.76	\$55,092,480

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.